

Using Facebook to Post Ads I do about \$20 to \$35 per Ad for about Four to Seven Days

First Create Person Account

Second Go to www.business.facebook.com/CreateAccount

- a. Enter your name and confirm your identity with Facebook login credentials
- b. Follow the prompts to create your business account.

Download **Facebook Ads Manager** from Google Playstore etc.

This will walk you through creating an ad

Or you can go to your new business or ministry page and use Boost which means create to post an Ad.

1. You can post something you already posted as your ad or you can create a brand new ad from scratch.
- *and or you can download additional outside apps to help create an ad such as Canva App from the Google Playstore...etc or Photoshop....etc. You could Use Publisher*

To learn how to use both Facebook to Boost/create ad or On Instagram Promote/create ad (note different terminology)

Go to www.facebook.com/blueprint to use the following learning videos (There are over 90 Videos)

There are four reasons you might want to Create an Ad

1. I WANT TO DRIVE BRAND AWARENESS Build your online presence with FB. *Try these Lessons.*

3 Reasons your Business Needs a FB page. www.fbblueprint.com/why-you-need-fb-page

Create a Facebook Page in a Few Easy Steps www.fbblueprint.com/create-fb-page

Tell your Business Story Using Instagram 15 Sec Videos and 5 second pictures. *Try these lessons.*

How Instagram Can Help Your Business www.fbblueprint.com/ig-for-biz

2-minute Video to Get Started on Instagram www.fbblueprint.com/connect-customers-on-ig

HOW TO CREATE ENGAGING POSTS Learn how to reach the people most interest in your brand with organic (free) marketing. *Try These Lessons.*

Tips for the Visually Awesome Ads www.fbblueprint.com/tips-visually-awesome-ads

How to Create Instagram Stories for Your Business www.fbblueprint.com/create-ig-stories

How to Create a Video for Your Facebook Ad www.fbblueprint.com/create-video-for-fb-ad

2. I WANT TO FIND THE RIGHT CUSTOMERS – TRIBES – CITIES-ETC.
REACH RELEVANT PEOPLE FOR YOU BUSINESS *Try these lessons.*

Facebook ads and Your Business Goals www.fbblueprint.com/fb-ads-and-your-biz-goals

3 Key Elements of a Facebook Ad www.fbblueprint.com/create-fb-ad

Reach Relevant People With Facebook Ads www.fbblueprint.com/reach-people-fb-ads

Find the Right Audience. Tools to reach the right people with the right message. *Try these lessons.*

How to Choose an Audience for Your Facebook Ad www.fbblueprint.com/choose-audience-for-fb-ad

The 3 Types of Ad Audiences www.fbblueprint.com/types-of-ad-audiences

3. I WANT TO KNOW MORE ABOUT THE PEOPLE ENGAGING WITH MY BUSINESS.
USE PAGE INSIGHTS AND ADS MANAGER TO LEARN MORE ABOUT THE PEOPLE THAT MATTER Understand who is looking at your ad. *Try these lessons.*

4 Steps to Measure Your Page's Performance www.fbblueprint.com/measure-page-performance

An Essential Guide to Changing Facebook Ads. www.fbblueprint.com/guide-to-changing-ads

QUICK TIP Check the Insights tab at the top of your business page to get quick page insights.

4. I WANT TO SELL MY GOODS AND SERVICES
ADD A SHOP SECTION or place to buy or click button to enter page or website...etc. *Try these lessons.*

5 Tools Essential to Your Facebook Page www.fbblueprint.com/tools-for-fb-page

Shop Section www.fbblueprint.com/shop-section

5. I WANT TO COMMUNICATE WITH CUSTOMERS
DRIVE RESULTS USING FACEBOOK MESSENGER *Try these Lessons*

How to Use Facebook, Instagram and Messenger to Connect With Your Customers

www.fbblueprint.com/connect-with-your-customers

Facebook Page Inbox: What You Need to Know www.fbblueprint.com/fb-page-inbox

6. I WANT TO TAKE MY ADS AND BUSINESS TO THE NEXT LEVEL
SET UP FACEBOOK PIXEL FOR STRONGER CAMPAIGN RESULTS Pixel is a free analytic tool that consists of a code that you can put on your website to help monitor and measure your campaign efforts. *Try this lesson.*

Find Out What's Popular on Your Website with the Facebook Pixel www.fbblueprint.com/fb-pixels-overview

Join Facebook's Community of Blueprint Learners where you can share tips, experiences, and celebrate and support each other's accomplishments.

www.facebook.com/facebookblueprint

[@facebookblueprint](https://www.facebook.com/facebookblueprint)

www.Youtube.com/facebookblueprint

For additional information you can go to the website Native Ministries International

There you will find a section on 9 Ways A Church Can Use Facebook Including Free Live Streaming Services

<https://churchhero.com/9-ways-to-use-facebook-live/>

Using Facebook Live to Stream Church Services <https://www.youtube.com/watch?v=6T-7JzP-dgE&feature=youtu.be> As

a Ministry or Tribal Government 5 Things that Will Get Your Website and Ads Banned on Facebook

https://revive.social/facebook-engagement-bait/?amp#referrer=https%3A%2F%2Fwww.google.com&_tf=From%20%251%24s

For further insights pictures and videos you can go to Facebook and view Native Ministries International or Three Feathers Ministry.

My websites where I provide hundreds of free resources or links to enhance your organization on www.NativeMI.org

www.threefeathersministry.com

Key for Indian Country: You will find 6 filters for natives Indians you can target when selecting the group you want to post to. For instance, on a reservation that can be easy. Select town and or zip codes for the reservation but for a city such as Chicago you do not want to waste your money on 7 million people so use the native American interests options to further restrict. To maximize your outreach you can even combine several reservations in your target group for your ad. You can reach several hundred or thousands in a four day period if you target using between \$20 to \$35. You will receive updates on how many have seen your ad or clicked if you add a response button. For special events you may want to select a two week period for Christmas or Easter or special events on the reservation where many have come home for the tribal celebration.

My personal goal is to help promote my site on the 327 reservations that exist. If I do that over time do the math 327 times \$25 equals. If you would like to help me get that done please contact me

Robert De Corah Robertdecorah@gmail.com helping promote connect all native Americans on www.nativemi.org providing resources to help with our people's needs and the only website that exists that has the most extensive connection information with 8 ways to find native nations with two mind blowing maps. Native Ministries International

